

**Subject:** Re: Next On Sixth Grand Opening  
**From:** Julie Fornaro <jfornaro@newgroundco.com>  
**Date:** 11/09/2017 03:29 PM  
**To:** Wilshire Center BID <info@wilshirecenter.com>  
**CC:** Dustin Storey <dustin@centurywestpartners.com>

Hello Michael, see the attached which you can use in your newsletter. I have also attached a few images for you. Unfortunately we don't yet have building exterior photos, but these include interiors and a couple shots of the Grand Opening event. Please let me know that you received these. Thanks!

All the best,  
Julie Fornaro  
NewGround PR & Marketing  
562.587.3957

— ATT00001.htm —

— 12-CWP\_NOS\_208\_Model\_Living.jpeg —



— ATT000002.htm —

— 7-CWP\_NOS\_203\_Model\_Living\_Bedroom.jpeg —



— ATT000003.htm —

— 7075-Next on Sixth - Fitness Center-06-24-2017.jpeg —





— ATT00004.htm —

— 7075-Next on Sixth - West Sky Lounge-06-24-2017b75.jpeg —



— ATT00005.htm —

— NEXT Grand Opening Candy Bar.jpeg —





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— ATT00006.htm

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— NEXT Ribbon Cutting.jpeg



—ATT00007.htm—

On Nov 9, 2017, at 3:01 PM, Wilshire Center BID <[info@wilshirecenter.com](mailto:info@wilshirecenter.com)> wrote:

Hi Julie,

Any updates? I would like to go to press by tomorrow.

Thank you,  
Michael Russell  
Executive Director  
Wilshire Center Business Improvement District (WCBID)  
[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)  
[www.wilshirecenter.com](http://www.wilshirecenter.com)  
[facebook.com/wilshirecenter](https://www.facebook.com/wilshirecenter)  
IG: @WilshireCenterBID  
213-487-7003



3600 Wilshire Blvd., Suite 1032  
Los Angeles, CA 90010

On Nov 7, 2017, at 10:54 AM, Wilshire Center BID  
<[info@wilshirecenter.com](mailto:info@wilshirecenter.com)> wrote:

Thanks you Julie! Can please you also include two photos of the grand opening and the building?

Thank you,  
Michael Russell  
Executive Director  
Wilshire Center Business Improvement District (WCBID)  
[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)  
[www.wilshirecenter.com](http://www.wilshirecenter.com)  
[facebook.com/wilshirecenter](https://facebook.com/wilshirecenter)  
IG: @WilshireCenterBID  
213-487-7003  
3600 Wilshire Blvd., Suite 1032  
Los Angeles, CA 90010

On Nov 7, 2017, at 10:42 AM, Julie Fornaro  
<[jfornaro@newgroundco.com](mailto:jfornaro@newgroundco.com)> wrote:

Yes, I'll be in touch, thanks

On Nov 7, 2017, at 10:41 AM, Wilshire Center BID  
<[info@wilshirecenter.com](mailto:info@wilshirecenter.com)> wrote:

Hi Julie,

Yes, no problem. That sounds good. Can you get me something by Thursday?

Thank you,  
Michael Russell  
Executive Director  
Wilshire Center Business Improvement District (WCBID)  
[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)  
[www.wilshirecenter.com](http://www.wilshirecenter.com)  
[facebook.com/wilshirecenter](https://facebook.com/wilshirecenter)  
IG: @WilshireCenterBID  
213-487-7003  
3600 Wilshire Blvd., Suite 1032  
Los Angeles, CA 90010

On Nov 7, 2017, at 10:37 AM, Julie Fornaro  
<[jfornaro@newgroundco.com](mailto:jfornaro@newgroundco.com)> wrote:

Hi Michael, are you thinking of using that article in your newsletter? I have some concerns about you doing that because there are copyrights on news articles and you could potentially get in trouble. I think it's better if I create one for you of the same length and you use that instead. Sound good?

Julie Fornaro  
NewGround PR & Marketing  
562.587.3957

On Nov 7, 2017, at 10:31 AM, Wilshire Center BID  
<[info@wilshirecenter.com](mailto:info@wilshirecenter.com)> wrote:

Hi Julie,

This article is actually the perfect length: <https://nextonsixth.com/2017/10/century-west-holds-next-sixth-grand-opening/>

Thank you,  
Michael Russell  
Executive Director  
Wilshire Center Business Improvement District (WCBID)  
[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)  
[www.wilshirecenter.com](http://www.wilshirecenter.com)  
[facebook.com/wilshirecenter](https://facebook.com/wilshirecenter)  
IG: @WilshireCenterBID  
213-487-7003  
3600 Wilshire Blvd., Suite 1032  
Los Angeles, CA 90010

On Nov 7, 2017, at 7:25 AM, Julie Fornaro  
<[jfornaro@newgroundco.com](mailto:jfornaro@newgroundco.com)> wrote:

Hello Michael, how long does the article need to be in length? I can probably work from our press release and turn it into a shorter article. Let me know, thanks!



Julie Fornaro  
NewGround PR & Marketing  
562.587.3957

On Nov 6, 2017, at 4:28 PM, Dustin Storey  
<[dustin@centurywestpartners.com](mailto:dustin@centurywestpartners.com)> wrote:

Julie,

Are you able to assist with Michael's request below from the PR article that your team wrote for us? Thank you so much

<image001.gif>

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**From:** Wilshire Center BID  
[<mailto:info@wilshirecenter.com>]  
**Sent:** Monday, November 6, 2017 4:14 PM  
**To:** Dustin Storey  
<[dustin@centurywestpartners.com](mailto:dustin@centurywestpartners.com)>  
**Subject:** Next On Sixth Grand Opening

Hi Dustin,

I'm looking for an article for our WCBID newsletter that needs to go out this week.

Do you have a write up on the Next on Sixth Grand Opening event that I could use?

Hope all else is well.

Thank you,  
Michael Russell  
Executive Director  
Wilshire Center Business Improvement District (WCBID)  
[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)  
[www.wilshirecenter.com](http://www.wilshirecenter.com)  
[facebook.com/wilshirecenter](https://www.facebook.com/wilshirecenter)  
IG: @WilshireCenterBID  
213-487-7003  
3600 Wilshire Blvd., Suite 1032  
Los Angeles, CA 90010



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—Attachments:—

Wilshire Business District NEXT on Sixth Article_11 9 17.docx	15.7 KB
ATT00001.htm	596 bytes
12-CWP_NOS_208_Model_Living.jpeg	283 KB
ATT00002.htm	616 bytes
7-CWP_NOS_203_Model_Living_Bedroom.jpeg	335 KB
ATT00003.htm	596 bytes
7075-Next on Sixth - Fitness Center-06-24-2017.jpeg	258 KB
ATT00004.htm	596 bytes
7075-Next on Sixth - West Sky Lounge-06-24-2017b75.jpeg	239 KB
ATT00005.htm	616 bytes
NEXT Grand Opening Candy Bar.jpeg	155 KB
ATT00006.htm	596 bytes
NEXT Ribbon Cutting.jpeg	119 KB
ATT00007.htm	24.6 KB